

## **APPENDIX A -- SIGN REGULATIONS**

### **1.1.0 PURPOSE**

The purpose of this section is:

#### Goal and Intent of Sign Regulations:

To develop sign specifications that left unregulated can result in visual clutter, can cause confusion for drivers, and can cause interference with the efforts to establish a desirable community identity.

To develop mandatory commercial design guidelines that promote high standards of design appropriate in scale, appearance and use for a small town, as stated in Goal #1 in the Town's Land Use Policy Plan.

“Successful urban design involves the encouragement of projects that enhance the physical setting. Streetscape enhancements, including landscaping, street furnishings, public art, and signage, can be powerful in establishing a sense of place...Taking a holistic approach to all aspects of the built environment results in a place that many people can benefit from in tangible ways. When a place feels cared for, people enjoy spending time there, and purchasing goods and services. By the same token, businesses feel comfortable investing in such a location. In this sense, the issues of urban design in general and sign design in particular are not just aesthetic, but economic as well.” Excerpted from Context-Sensitive Signage Design, published by American Planning Association, 2001, pp. 40-41.

The overall intent of these regulations is to emphasize that height, size, and design restrictions are narrowly tailored to serve significant government interest; that being traffic safety, aesthetics, and economics, while maintaining a content neutral approach. “The enhancement of pedestrian environments, the creation of attractive gateways, and the strengthening of the overall vitality and image of the community are all helped by adopting a good set of sign regulations” as referenced in the publication of the American Planning Association (2001) entitled Context-Sensitive Signage Design.

#### Objectives:

- A. To maintain public safety and traffic safety by ensuring that signs are properly designed, constructed, installed and maintained;
- B. To minimize the distractions and obstructions of view that contribute to traffic hazards and endanger public safety;
- C. To protect existing development and promote high standards of quality in new development by encouraging appropriately designed, placed and sized signage;
- D. To provide an effective guide for communication identification through signage while preventing signs from dominating the visual appearance of the areas in which they are located.

- E. To preserve important views to other natural features as set forth in Appendix E Design Review Manual.
- F. To set signage in a strong landscaped surrounding to be more visible than a cacophony of uncontrolled messages.
- G. To ensure that signage does not detract from the sense that Nolensville's environment is a continuous landscape.
- H. To assist in the implementation of Goals for Community Appearance and Character in Appendix E, Design Review Manual.
- I. To preserve and enhance the existing small town character of Nolensville while creating a strong sense of town identity and community or "sense of place".
- J. Encourage the development of good sign regulations for both aesthetic and economic purposes which enhance the physical setting, encourages people to use the local businesses and businesses to invest in the local community.

## **1.2.0 DEFINITIONS**

**Abandoned sign** -- Any sign that no longer identifies or advertises a business, product or service that is no longer located on the premises where the sign is displayed.

**Animated sign** -- Any sign or part of a sign that changes physical position by any movement or rotation or that gives the visual impression of such movement.

**Banners, pennants, festoons and balloons** -- A sign having characters, letters or illustrations applied to cloth, paper or fabric of any kind, with only such non-rigid material for background.

**Building Marker** -- A sign that has been approved by the Historic Commission and which depicts the historic significant of the structure, including names and dates.

**Canopy sign** -- A structure constructed of rigid materials, which is attached to, and supported by, a building and/or columns, poles braces extended to the ground.

**Changeable copy sign** -- A sign in which the wording is removable and changeable.

**Construction sign** -- A temporary sign providing information about development on a site and the parties involved in the project.

**Dilapidated sign** -- Any sign that is defective either structurally or is in a state of disrepair.

**Directional Sign** -- A sign whose message is exclusively limited to guiding the circulation of motorists or pedestrians on the site.

**Directory Sign** -- A sign or group of signs attached to a building or freestanding, which identifies the business, owner, address, or occupation of a group of businesses, but contains no advertising.

**Electronic message board** -- Any sign that uses changing lights to form a sign message or messages wherein the sequence of messages and their rate of change is electronically programmed and can be modified by electronic processes.

**Exempt sign** -- Certain signs listed in Section 1.3.2 that are exempt from the requirements of obtaining a sign permit.

**Existing sign** -- Sign existing as of the date of the adoption of this ordinance.

**Flag** -- Bunting or fabric of distinctive color and design and uses as an emblem, standard, or symbol, containing no advertising message, but may include company logos and names, and government flags and which is hoisted on a permanent flagpole

**Freestanding sign** -- A sign that is attached to, erected on, or supported by some structure (pole, frame or other structure) that is not itself part of or attached to a building or other structure whose principal function is something other than to support the sign.

**Front facade** -- The portion of the structure that faces the road frontage and contains the primary entrance to a business.

**Height of sign** -- The vertical distance measured from the lowest adjacent grade to the highest point of the sign or sign structure.

**Historical Type Signage** -- A sign structure that is designed to resemble an historic marker or stand is allowed provided however, that the maximum sign height is 6 feet from the final grade of the property and that the sign structure as constructed does not exceed 18 inches above the height of the sign.

**Illegal sign** -- Any sign erected without a permit, any sign that promotes a business or service that no longer exists, any sign that is considered to be a danger to the general public.

**Illuminated sign** -- Any sign lighted by or exposed to artificial lighting either by lights in the sign or directed toward the sign.

**Incidental sign** -- Signs whose purpose is to provide information relating to the site it is located on. No commercial message or logo is allowed on an incidental sign.

**Ingress/egress sign** -- Incidental signs used to direct traffic onto and from a site.

**Marquee Sign** -- A sign designed to have changeable copy, either manually or electronically.

**Menu Board** -- A permanently mounted sign displaying the bill of fare for a restaurant.

**Nonconforming sign or sign structure** -- Any sign or sign structure that legally was erected prior to the adoption this ordinance and otherwise does not conform to the requirements of this ordinance.

**On-premises sign** -- Any sign identifying or advertising a business, person, activity, goods, product or service located on the premises where the sign is installed and maintained.

**Painted wall sign** -- A sign applied to a building wall with paint and which has no sign structure.

**Political sign** -- A sign identifying and urging voter support for a particular election issue, political party or candidate for public office.

**Portable sign** -- A sign designated or intended to be moved easily that is not permanently affixed to the ground.

**Projecting sign** -- A sign attached to and projecting out from a building face or wall.

**Public right of way** -- Land that is dedicated to a public agency for the purpose of infrastructure, roadway or waterway.

**Real Estate Sign** -- A temporary sign that relates to the sale, lease or rental of property or buildings.

**Roof Line** -- The highest horizontal point of a wall visible to the public.

**Roof Sign** -- A sign erected on a roof that projects above the highest point of the roofline, parapet or fascia of the building.

**Sign** -- Any devise, or structure that uses color, graphics, illumination, or writing to advertise, announce or identify a person, entity or business.

**Sign area** -- Square foot area enclosed by the perimeter of the sign face that contains wording or graphics.

**Sign face** -- The entire area of a sign upon which copy is placed.

**Sign structure** -- The supports, uprights, bracing or framework of any structure exhibiting a sign, be it single faced, double faced or v-type.

**Snipe sign** -- An off premise sign that is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences or to other objects.

**Special event sign** -- Signs or banners advertising the name, time, and place of a bona fide special event when conducted by a public agency, or for the benefit of any church, civic, or charitable cause, or in the case of a for profit business a grand opening, a new ownership announcement or other similar one time special event.

**Subdivision sign** -- A sign located at the primary entrance to a subdivision.

**Swinging sign** -- A sign that is attached to a bracket, arm or mast and is not permanently fastened to a wall or pole.

**Temporary sign** -- A sign not designed or intended for permanent display.

**Tubular lighting** -- Neon lighting that is used to accent a building feature to attract attention the structure.

**Two sided sign or two faced sign** -- A sign constructed to display its message on the outer surfaces of two identical and opposite places.

**Vehicle sign** -- A portable sign affixed to or inside a vehicle for the purpose of directing people to a business or cause in close proximity to where the vehicle is parked.

**Wall Sign** -- A sign mounted flat against a wall, building or structure.

**Window sign** -- A sign affixed to the interior or exterior of a window or placed immediately behind a windowpane so as to attract the attention of persons outside the building.

### **1.3.0 GENERAL PROVISIONS**

- 1.3.1 Applicability** Except as otherwise provided for in this section, it shall be unlawful to construct, enlarge, move or replace any sign or cause the same to be done, without first obtaining a sign permit from the Town.

#### **1.4.0 EXEMPT SIGNS**

Signs exempt from permit requirement. A sign permit shall not be required for the following:

- A. An official sign or notice issued by any court, public agency or office.
- B. A traffic directional, warning or information sign authorized by any public agency.
- C. A private street or road name sign or a traffic directional sign, which does not exceed four (4) square feet per sign face.
- D. “No trespassing,” “no hunting,” “no fishing,” “no loitering” and like signs not exceeding one (1) square foot in area.
- E. Any on-premises sign not exceeding one (1) square foot in area. Such signs shall not number more than three (3) per site.
- F. A residential or commercial real estate sign not exceeding six (6) square feet (2 feet x 3 feet) per sign face and two sign faces. An ingress/egress sign, which does not exceed four (4) square feet per sign face.
- G. Temporary window graphics provided they do not exceed 25% of the area of the window to which they are attached.
- H. Incidental signs not exceeding four square feet per face. Such incidental signs shall not number more than three (3) per site. “Now hiring” signs shall be considered incidental signs for these purposes.
- I. Signs denoting a property as historic. Such signs shall be authorized by the Historic District Commission and shall not exceed four (4) square feet per face.
- J. Athletic field signs.
- K. Temporary holiday lights and decorations with no commercial message.
- L. Governmental flags of the United States, the State and the Town not exceeding sixty (60) square feet. Governmental flags shall be limited to three (3) per site for commercial and industrial uses.
- M. Memorial signs or tablets, names or buildings and dates of erection when cut into any masonry surface or when constructed of permanent metallic or masonry materials and attached to the surface of a building. Signs legally existing at the time of adoption of this ordinance.
- O. Non-governmental flags that contain no commercial message provided they do not exceed fifteen (15) square feet per sign face and one (1) such sign per site. Flag pole location and height must be approved by the Planning Commission prior to the installation on the site.



## **1.5.0 PROHIBITED SIGNS**

**1.5.1 Signs Prohibited** It shall be unlawful to erect, cause to be erected, maintain or cause to be maintained, any sign not expressly authorized by, or exempted from, this ordinance. The following signs are expressly prohibited:

- A. Signs, which obstruct free ingress to or egress from a required door, window, fire escape or other required exit way.
- B. Signs and/or sign structures, which obstruct the view, may be confused with, or purport to be, a governmental or traffic direction/safety sign.
- C. Signs that contain any lighting or control mechanism that causes unreasonable interference with radio, television or other communication signals.
- D. Signs erected on public property or on private property (such as private utility poles) located on public property, other than signs erected by a public authority for public purposes or as otherwise approved by the Town Board of Mayor and Aldermen.
- E. Signs, which contain any moving, flashing, animated lights, visible moving or movable parts, or giving the appearance of animation.
- F. Signs or sign structures other than freestanding and vertical wall extension, any portion of which extends above the parapet, building roofline or canopy against which the sign is located.
- G. Except as otherwise provided, no sign shall be permitted in the public right-of-way except those authorized or issued by a public agency or regulated utility.
- H. Abandoned or dilapidated signs.
- I. Signs mounted on a roof.
- J. Portable signs, unless temporary as provided for in this article.
- K. Inflatable signs.
- L. Internally lit signs, except in the CS, CR and OI Zone.
- M. Banners, pennants, festoons, and balloons, except those otherwise provided for in this article.
- N. Signs that are painted on the façade of a building.
- O. Window signs that serve as the general business sign and exceed the incidental size allowance.

## **1.6.0 NONCONFORMING SIGNS**

- A. The utilization of a nonconforming sign and/or sign structure as defined herein may continue subject to the conditions and requirements listed below. When the use of the property changes (including but not limited to the redevelopment of the site or a change in the use or name of the business, the signs on that property must be brought into compliance with the provisions of this article).
- B. No alterations to a non-conforming sign/sign structure shall be permitted except minor repairs and maintenance. Any structural or other substantial maintenance or improvements to a nonconforming sign (except for painting or refinishing the surface of an existing sign face or sign structure so as to maintain the appearance shall be deemed an abandonment of the nonconforming status, shall render any prior permit void and shall result in the reclassification of such signs an illegal sign.
- C. Any sign or sign structure that is destroyed or damaged, not to any fault of the property owner shall be allowed to be rebuilt in its entirety provided that such sign structure shall comply with applicable setbacks from the existing right of way.

**1.6.1 Abandonment** Any sign for a business no longer in operation must be removed within 30 days of the discontinuation of the business.

### **1.6.2 Calculations-measurement standards**

- A. Individual signs -- The sign area shall be determined by computing the area that will encompass the extreme limits of the sign face, including any open areas within the sign face.
- B. Two face signs -- The sign area shall be determined by adding together the area of all sign faces.
- C. Height -- The sign height shall be measured from the average level of the grade below the sign to the highest point of the sign. Average grade shall be the lower of existing grade prior to construction or the newly established grade after construction. The ground where the signage is placed shall not be artificially raised to increase sign height.

**1.6.3 Design, construction and maintenance of signs** All signs shall be designed, constructed, and maintained in accordance with the following standards:

**1.6.4 Sign Setback** All permanent signs shall be set back at least six (6) feet from the street right-of-way. All temporary signs shall be located at least ten (10) feet from the street edge with the exception of residential real estate signs which may be located six (6) feet from the street edge.

**1.6.5 Sign Illumination** Permitted methods of illumination may be divided into several types as described below. All signs shall be engineered in compliance with applicable portions of the Town's building and electrical codes. All electrical service to ground mounted

signs shall be placed underground. Electrical service to all other signs shall be concealed from public view.

- A. Indirect Illumination. The sign has neither an internal light nor an external source, which is intended to specifically light that sign. Rather, the sign depends on the general lighting of the area (e.g., parking lot, traffic or pedestrian areas) for illumination.
- B. Internal Message. The sign is made of metal, wood or other material that is not translucent, and the message is cut out of the material and replaced with a translucent material. The sign's light source is located inside the sign. Internal message signs shall only be permitted in the CS and OI zoning districts.
- C. Internally Lit Sign. The sign is made of translucent material with internal lights.
  - 1. Internally lit signs shall only be permitted in the CS, CR, and OI zoning districts.
  - 2. Internally lit signs are only permitted for wall signs if the sign background is a dark color and with white lettering and/or graphics are white color. Freestanding signs shall not use internal illumination.
- D. Externally Lit Signs. Spotlights specifically directed at it lights the sign. The spotlights shall be fully shielded so that they are not visible from roads or adjoining property.
- E. Electronic Message Boards are allowable for public and semi-public uses only and are required to have 1) black background with messages in white lights, 2) the number of message changes are limited to one per day, 3) such sign is within the total amount of allowable area for the freestanding sign of that use, and 4) the electronic message board shall not be larger than 25% of the total freestanding sign face per side.

**1.6.6 Material, Color, and Style** The material and style of signs shall be subject to the following:

- A. Signs shall not have mirrored backgrounds.
- B. Signs shall not be in the shape of a commercial sponsor or motif (soda bottles, hamburgers or other figures) or other outdoor commercial displays except in the historic district when expressly permitted by the Historic Zoning Commission.
- C. Sign materials shall be compatible with proposed building materials for new buildings and will be harmonious with the requirements in Appendix E, Design Review Manual. The frame of the sign for freestanding signs for new buildings shall be of the same material as the building as much as possible and shall match the architecture of the building.

The following materials may be allowed, if appropriate to the design.

Brick  
Natural stone, including panels. Natural materials favored; but use of imitation stone is acceptable.  
Stained split-face block.

Wood

EIFS or similar, in conjunction with brick, split-face block or stone.

Metal panels, when used in combination with brick, split-face block or stone.

Plastic, or other synthetic materials, when used in combination with brick, split-face block, or stone.

The following material prohibited for sign backgrounds, frames, supports, and ornamentation:

Exposed metal poles. Poles shall be enclosed by a masonry veneer.

Smooth face concrete blocks, whether painted or unpainted.

Metal panels, when used without brick, split-face block, or stone.

Plastic or other synthetic materials when used without brick, split-face block, or stone.

- D. The color of the background shall be uniform on entire sign and letters shall be uniform on entire sign with dark background and color of letters shall be uniform on entire sign. If more than one sign is used, as in the case of a corner with two (2) frontages, both signs shall be uniform in color. All signs shall contain white lettering unless there is not enough contrast with the building surface material for reasonable legibility. In such cases, black lettering shall be used. Primary colors shall be prohibited and the use of high-intensity, or metallic colors shall be prohibited. Colors shall not be used as a form of advertising even though such color may be a trademark. Applicants shall request approval by the Planning Commission be made for any deviations from the requirements in this article (1.6.6).
- E. Signage in the same development and/or using a common entrance is required to be coordinated between the multiple uses to achieve compatibility of materials and colors in signage.
- F. Individual tenant signs shall be mounted to the main sign. In no case shall individual tenant signs be allowed to hang from the main sign. Individual tenant signs must be identical in size, shape, material and color. The size of tenant signs shall be no taller than nine (9) inches and shall be the width of the main sign background. However, where the entrance to an individual tenant's business fronts on a private street, and tenant may have a separate sign, not to exceed four square feet in size, in lieu of any other signage. This sign, which must front on the private street, will be deducted from the total sign area allowed for the site.
- G. Town staff shall maintain visual samples of sign illustrations that comply with sign design standards set forth in this Appendix A.

**1.6.7 Maintenance** All signs, including related landscaping areas, shall be maintained in good condition at all times. Signs, which are obsolete in information, defaced, missing some portion, peeling or cracking shall be deemed in disrepair. The Town shall give 30 days written notice for the owner to comply with maintenance requirements. Should the owner and/or property occupant fail to comply within the prescribed period, the Town

may remove (or cause to be removed) the sign with the cost of removal charged to the owner.

- 1.6.8 Obstruction** All signs shall be erected so as to not obstruct or impair driver vision at ingress-egress points and intersections. No sign shall be permitted which poses a traffic hazard. If, in the opinion of the Town's Mayor or his designee any sign does constitute a traffic hazard or is detrimental to the general safety of the public, the Town may remove such sign with no prior notice to the owner.

## **1.7.0 FREESTANDING SIGN STANDARDS**

**1.7.1 Area and Quantity** The area and quantity of any freestanding sign face shall conform with the following:

- A. Residential.** Residential subdivisions may erect freestanding identification signs. Such signs shall be located at the primary entrance(s) to the development/subdivision or at the beginning of the street upon which the development/subdivision connects directly to an arterial or collector street. Upon approval by the planning commission, a subdivision sign may be erected in a recorded sign easement provided that it does not pose a traffic hazard. Such signs shall be administered and maintained by an established homeowner's association or maintenance organization. Signs for such developments shall not exceed 50 square feet of sign face divided among not more than four (4) sign faces. No single sign face shall exceed 15 square feet. Such signs shall not be internally lit. The maximum height of a subdivision entrance sign shall be six feet.
- B. Large Commercial.** Commercial developments, which contain more than 10,000 square feet of heated floor space open to the public shall be, permitted one (1) freestanding sign per site entrance but no more than two (2) identification signs for the development. Such signs shall have no more than 140 square feet of sign face divided among not more than four (4) sign faces for the development. No single sign face shall exceed 60 square feet. Signs must meet requirements of Article 1.6.6 on material, color, and style.
- C. Small Commercial.** Commercial developments, which contain less than 10,000 square feet of heated floor space open to the public shall be, permitted one (1) freestanding sign. Such sign shall have no more than 72 square feet of sign face divided between not more than two (2) sign faces. No one face shall exceed 36 square feet. Signs must meet requirements of Article 1.6.6 on material, color, and style.
- D. Institutional/Public and Industrial.** Each institutional/public use and each industrial use shall be permitted one (1) freestanding sign. Such sign shall have no more than 80 square feet of sign face divided among not more than two sign faces. No one face shall exceed 40 square feet. Signs must meet requirements of Article 1.6.6 on material, color, and style.
- E. Substitution Clause:** Notwithstanding anything herein to the contrary, noncommercial copy may be substituted for commercial copy on any lawful sign structure.

**1.7.2 Height** The maximum height of any freestanding sign for a single user commercial/public institutional/industrial use shall not exceed six (6) feet above ground level with the exception of historical type signage which is allowed an eighteen inch increase for the structure. The maximum height of any freestanding sign for a multi-tenant use shall not exceed seven (7) feet above ground level. For multi-tenant uses, additional signage in one foot increments is allowed per additional tenant with a maximum of ten feet to include all tenants. The ground shall not have been artificially raised for the purpose of increasing the sign's height, although landscaping at the base of the sign structure shall be required to be installed to help integrate the signs with their

sites and the planting area, or a berm including plants/flowers up to one and one-half foot (1.5'), shall be allowed with a gradual slope, and will not be included when calculating the height of the sign. Sign permit applications shall show landscaping proposed and be compatible with the overall site plan landscaping. All landscaping areas must comply with Article 1.6.7. Maintenance.

- 1.7.3 Structure Size** The size of the support structure for any freestanding sign shall not exceed the area of sign face. This provision does not apply to walls in which signs and their structures have been integrated.
- 1.7.4 Spacing Limitations** Freestanding signs on any premises shall be spaced at intervals of 50 foot minimum, or at the discretion of the Town, along each public way which views the premises. If less than 50 feet of any premises is visible from any public way, only one sign shall be permitted along that public way.
- 1.7.5 Non-governmental Flags** Non-governmental flags are deemed to be freestanding signs and shall be subject to the provisions of this Article (with the exception of height requirements). No such flag shall be for advertising purposes and exceed 15 square feet per face. A flag and a freestanding sign combination is permissible only in those circumstances where the total area of both the flag (doubled) and the freestanding sign shall not exceed the total allowable area for freestanding signs on the site. No flagpole may exceed the height of the principal structure that is located on the property where the flagpole is placed.

## **1.8.0 WALL SIGN STANDARDS**

**1.8.1 Retail** Wall signs for each retail use shall not exceed one square foot per linear foot of the front face of a single occupancy building or in the case of a multi-occupancy facility, the exterior wall surface of each establishment where principal customer access is provided. No single sign shall exceed 50 square feet with a signage limitation of three signs and 150 square feet. Signage on any one facade shall not occupy more than ten percent of that facade. Notwithstanding the provisions of this Article, each retail use or multiple retail uses sharing a common entrance shall be allowed to have at least one wall sign not to exceed 20 square feet. Signs shall be mounted in a flat fashion and shall be mounted on the wall that contains the main entrance of the building except that buildings that front two public streets may have side façade signs provided that the total signage allowance does not exceed the maximum sign allowance for wall signs..

**1.8.2 Office** Wall signs for single tenant or multiple tenant office buildings shall be permitted one square foot of wall signage per linear foot of the front face of the building, provided that no single sign shall exceed 40 square feet with a total signage limitation of two (2) signs and 80 square feet. Signage on any one facade shall not occupy more than ten percent of that facade. Signs shall be mounted in a flat fashion and shall be mounted on the wall that contains the main entrance and store/office front of the building.

**1.8.3 Canopy Signs** Canopy signs shall be prohibited except for those allowed for retail, and office uses, in the designated Historic District. Such signs shall be counted in the total wall sign area and shall be placed directly in front of the location identifying the occupancy. Signage area for canopy signs shall be calculated for the area within a hypothetical rectangle formed around all lettering and graphics on the canopy. The building address shall not be calculated as part of the sign area provided that the address lettering is no larger than six (6) inches in height. Back lighting of canopy signs shall not be permitted.

**1.8.4 Institutional/Public and Industrial** Wall signs for institutional/public and industrial buildings shall not exceed 40 square feet with a total limitation of three wall signs. Signage on any one facade shall not occupy more than ten percent of that facade. Signs shall be mounted in a flat fashion.

### **1.8.5 Hanging Signs under protected overhangs or covered walkways of commercial buildings**

1. Maximum shall be one (1) sign per building face per tenant. Maximum sign area shall be three (3) square feet, with an aggregate of six (6) square feet for both sides. Such signage shall not be counted in the allowable square footage allowed for the building wall or freestanding signage.
2. The bottom of the sign shall be a minimum of seven (7) feet above the walking surface. Maximum height at the top of the sign shall be eight and one-half (8.5) feet.



3. Sign may extend no more than three (3) feet from the building.
4. Signs are allowed to, and encouraged, to use company logo and company colors.
5. All hanging signs for a building must be the same size and shape, must use the same bracket type and the bracket must be the color of the door and window trim. Such signs are not allowed to swing and must be attached permanently.

**1.9.0 GASOLINE FILLING STATIONS**

**1.9.1 Pump Signs** Petroleum products pumps and dispensers which are within the view of a public way shall be permitted to display only information required by law and the brand name and type of product being dispensed.

**1.9.2 Price Signs** Premises which dispense retail bulk petroleum products by pump shall be allowed to increase the ground sign permitted under this Article by 25 percent of the face area of the sign in order to accommodate the pricing of such products within a single ground sign. No additional price signs shall be permitted either on the ground or mounted on individual pump structures.

### **1.10.0 TEMPORARY SIGN STANDARDS**

**1.10.1 Permit Exemption** Temporary signs shall require a temporary sign permit from the Town. All temporary signage must be removed upon expiration of the permit. In addition, temporary signs shall be subject to the standards in this Article.

**1.10.2 Types** The following types of signs shall be classified as temporary signs:

- A. Special event signs (such as those which are used to promote a special event of a civic, philanthropic, athletic or religious nature).
- B. “Grand opening,” “going out of business,” and signs of business and service.
- C. Land subdivision or development signs.
- D. Signs advertising the sale or lease of property upon which they are located. Directional signs to properties for sale or lease are allowed off premises from Friday 4 p.m. to Monday 9 a.m.
- E. Political signs.
- F. Off-premises signs advertising produce grown and sold within a five-mile radius of Town Hall.
- G. Off-premises or on-premises special event signs such as those to promote non-profit organizations or those with direct benefit to the community.
- H. Agricultural product signs.

**1.10.3 Area, Height and Location** The area, height and location of any temporary sign shall conform to the following:

- A. **Area.** The total area of temporary signs shall not exceed 40 square feet except for real estate signs for residential property, which shall not exceed six (6) square feet per face and two (2) faces.
- B. **Height.** The maximum height of temporary signs shall not exceed six (6) feet, while the lower edge shall not exceed two (2) feet in height from the average grade.
- C. **Location.** No temporary sign shall be located as to obstruct or impair driver vision at business ingress-egress points and at intersections. Residential real estate signs shall be located no closer than six (6) feet from edge of curb.

**1.10.4 Time Limits** Temporary signs shall be subject to the following time limits:

- A. **Special Event Signs.** Special event signs may be erected no sooner than 14 days preceding a special event and shall be removed within 48 hours following the special event. The same or similar special event shall not be advertised more than four times a year.
- B. **“Grand opening” Signs.** Temporary “grand opening” signs may be allowed one time only for a period not to exceed 14 days. Prior to the commencement of a new business, a temporary freestanding “now hiring” sign may be erected for a period not to exceed 14 days.
- C. **“Going-out-of-business” Signs.** Such signs may be erected for a period not to exceed 30 days.

- D. **Signs Announcing the Subdivision of Land.** Such signs may be erected on the land being developed after receiving final subdivision approval by the Town, and shall be removed when 100 percent of the development lots are conveyed.
- E. **Signs Advertising the Sale or Lease of Property.** Such signs shall be removed within seven days after the property is sold or leased. All directional signs to such property shall be removed at the same time.
- F. **Produce signs.** Such signs as are allowed in Article may be erected during the marketing season for produce items and shall be removed immediately after the marketing season based on normal agricultural practices. Refer to Article 4 page 2 (E) Produce or Farm Stand.
- G. Temporary agricultural signs shall be permitted during normal seasonal duration.
- H. Business shall be able to use a temporary sign to advertise services or products for 14 days each quarter of the year.
- I. The limit of number of temporary signs on a property shall be two.

#### **1.10.5 Political Signs**

- A. **Area.** Political signs shall not exceed six square feet in area per face in all districts-
- B. **Location.** No political sign shall be permitted on any public right-of-way or public property. Any political sign located on private property shall be located at least six (6) feet from edge of pavement. Vehicle signs for political candidates shall not be parked on any public right-of-way.
- C. **Time Limits.** Political signs may be displayed on election day and 45 days prior to the election for which they are intended, and shall be removed within three days after such election. Vehicle signs for political candidates may be displayed on Election Day and 45 days prior to the election for which they are intended, and shall be removed three days after such election.

### **1.11.0 SIGN PERMIT ADMINISTRATION**

**1.11.1 Sign Permit Required** Unless specifically exempted under Article 1.4.0 of this ordinance, a sign permit must be obtained from the Mayor or his designee prior to erecting, altering, or relocating a sign.

**1.11.2 Sign Permit Application** The application requirements for a sign permit shall be established by the Town in a form and content appropriate to demonstrate that the sign will be in compliance with Appendix A of this ordinance. The Mayor or his designee shall have ten (10) days to review the application and render a decision to the applicant. The application must provide detailed description that includes material, dimensions, color, style, location and setback on site and illustration of proposed sign and comply with all aspects of this Appendix A and comply with Appendix E, Design Review Manual, Town of Nolensville Zoning Ordinance.

**1.11.3 Master Signage Plan required** All new non-residential developments where multiple tenants are proposed or multiple buildings are proposed, the owner is required to submit for approval to the Planning Commission, a master signage plan which indicates proposed locations and designs of all signs with the Site Plan application stage.

**1.11.4 Regulatory Enforcement** The Mayor or his designee will periodically inspect signs in order to determine whether there are violations of this ordinance.

**1.11.5 Violation Notice** A violation of this article is a violation of the Zoning Ordinance and is subject to the enforcement procedures and penalties of Section 9.6.0.

Impoundment/disposal of signs any sign(s) unlawfully erected off-premises or in the public right-of-way may be removed immediately by the Town and may be claimed at Town Hall during normal business hours after payment of a sign removal fee of \$10.00 per sign. The Town may dispose of any signs not claimed within three (3) days.